

BELLSYSTEM24 concludes official partner agreement with FC RyuKyu

~ Actively contributing to activities to invigorate Okinawa prefecture through sports promotion ~

BELLSYSTEM24 Holdings, Inc. (Headquarters: Minato Ward, Tokyo; President, CEO and Representative Director: Shunsuke Noda; hereinafter, "we") is pleased to announce that we have concluded an official partner agreement with FC Ryukyu, a soccer club in the Japan Professional Football League operated by Ryukyu Football Club Co., Ltd. (Headquarters: Okinawa City, Okinawa Prefecture, Chairman: Keishiro Kurabayashi).

Through this agreement, we will aim to boost our profile in Okinawa prefecture and improve employee satisfaction while helping to invigorate the regional community.



We operate 37 bases in Japan and have approximately 30 thousand employees. We have maintained a presence in Okinawa prefecture since 2000, and approximately 1400 employees are currently working at a total of four facilities, in Chatan-cho, Nakagami-gun; Noborikawa, Okinawa city; and Toyosaki, Tomigusuku city. Aiming to realize our corporate philosophy, "Supporting Social Affluence with Innovation and Communication," we have been pursuing initiatives to develop a sustainable local community as one of the priority activities in our social contribution policies. With sports organizations around Japan caught in a predicament due to the COVID-19 pandemic, we concluded this agreement because we empathized with the positive activities of FC Ryukyu, which aims at invigorating Okinawa and achieving a promotion to J1 through more aggressive soccer by Ryukyu than ever before under the new slogan "FORWARD - Advancement of Ryukyu-."

As a vision shared by the two companies through this agreement, we will aim to not only contribute to the team's victory but also to expand activities aimed at further job creation, second-career creation for athletes, the holding of kids' events such as soccer schools, and home-town events such as cleaning activities in order to address social issues in Okinawa prefecture.

■ Our activities as an official partner (planned)

- Present our corporate logo inside stadiums and at venue entrances
- Hold the day of watching a home game inviting our employees
- Run programs for kids (e.g. escorting kids, soccer schools before the match at stadium)

We have already taken steps to boost our profile in the areas where our facilities are located, while improving employee satisfaction and undertaking activities to invigorate regional communities through sport by concluding sponsor agreements with Fukuoka SoftBank HAWKS, a professional baseball team in Japan based in Fukuoka city, Fukuoka prefecture; and Matsue City FC, a JFL soccer team based in Matsue city, Shimane prefecture. We will continue to contribute to local society through sports promotion and work to create an environment where people with various backgrounds can work cheerfully with a sense of security over the long term.

About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/ja/>

BELLSYSTEM24 Inc. has more than 30,000 employees across Japan and have provided various services as a point of contact between companies and consumers since starting Japan's first full-scale call center service in 1982. In 2020, we set expansion of home-based contact centers to 4,000 seats, promotion of DX including data utilization, and strengthening of strategic and other alliances as our priority measures in the Mid-Term Management Plan 2022.

As an industry leader, we will continue to perform our mission of "Supporting Social Affluence with Innovation and Communication" through the development and provision of various solutions based on the operational knowledge accumulated by multiplying People by Technology.

Media contact

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